

BUSINESS MODEL



1 Collection of smoked cigarette butt waste



2 Segregation and detoxification of waste



3 Recycling of waste into utility products



4 Establishing B2B and B2C market linkages



5 Expansion into other areas and product lines

IMPACT

22,707 kg microplastic reduced

273 people impacted

₹17.65 Lakh generated in revenue



24.9 Million cigarette butts collected

₹18.7 Lakh cost savings

12.45 Million cubic metres of ocean protected

MILESTONES



Collaborated with UNDP for a 24 hour long IEC drive, collecting 200+ Kg of cigarette butt waste



Partnered with a steel company to manufacture distinct cigarette waste bins specially designed for Leher



Partnered with DLF and Cushman & Wakefield to install bins at 85+ areas across Delhi NCR



Collected 5+ Kg of cigarette butt waste from Delhi Airport, aiding to our sustainable supply chain

COLLABORATIONS



ButtRush. ECOWRAP

PRODUCT INNOVATION

80% more durable than plastic

5+ waste sources tested

Gamma technology for cleansing butts



30% tensile strength improvement

2100+ butt storage capacity

Design as per customer demand

Have a look at our catalogue [here](#)

ROADMAP

Dec 2023

Explore demand avenues like green and bio-sustainable expositions



Jun 2024

Execute a pilot run for producing HDPE bins and WPC sheets using recycled waste



Dec 2024

Establish EPR with 5+ manufacturers ensuring responsible disposal of cigarettes



Jun 2025

Make Leher an umbrella body with wastes like MLP and compostable bags

